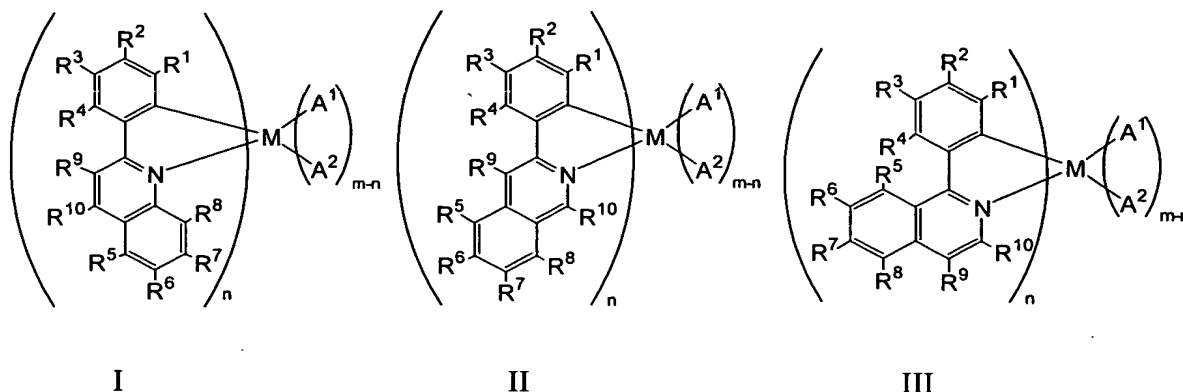


What is claimed is:

1. A compound of Formula I, II, or III:



wherein:

M is a metal atom:

each A^1 and A^2 is, independently, a monodentate ligand; or A^1 and A^2 are covalently joined together to form a bidentate ligand;

each R¹, R², R³, R⁴, R⁵, R⁶, R⁷, R⁸, R⁹, and R¹⁰ is, independently, H, F, Cl, Br, I, R¹¹, OR¹¹, N(R¹¹)₂, P(R¹¹)₂, P(OR¹¹)₂, POR¹¹, PO₂R¹¹, PO₃R¹¹, SR¹¹, Si(R¹¹)₃, B(R¹¹)₂, B(OR¹¹)₂, C(O)R¹¹, C(O)OR¹¹, C(O)N(R¹¹)₂, CN, NO₂, SO₂, SOR¹¹, SO₂R¹¹, SO₃R¹¹; and additionally, or alternatively, any one or more of R¹ and R², or R² and R³, or R³ and R⁴, or R⁵ and R⁶, or R⁶ and R⁷, or R⁷ and R⁸, or R⁹ and R¹⁰, together form, independently, a fused 4- to 7-member cyclic group, wherein said cyclic group is cycloalkyl, cycloheteroalkyl, aryl, or heteroaryl, and wherein said cyclic group is optionally substituted by one or more substituents X;

each R¹¹ is, independently, H, C₁-C₂₀ alkyl, C₂-C₂₀ alkenyl, C₂-C₂₀ alkynyl, C₁-C₂₀ heteroalkyl, C₃-C₄₀ aryl, C₃-C₄₀ heteroaryl; wherein R¹¹ is optionally substituted by one or more substituents X;

each X is, independently, H, F, Cl, Br, I, R¹², OR¹², N(R¹²)₂, P(R¹²)₂, P(OR¹²)₂, POR¹², PO₂R¹², PO₃R¹², SR¹², Si(R¹²)₃, B(R¹²)₂, B(OR¹²)₂, C(O)R¹², C(O)OR¹², C(O)N(R¹²)₂, CN, NO₂, SO₂, SOR¹², SO₂R¹², or SO₃R¹²;

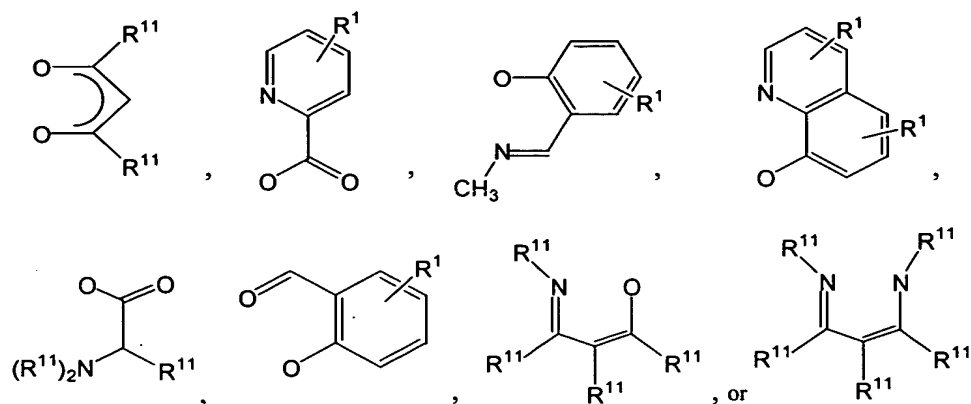
each R¹² is, independently, H, C₁-C₂₀ alkyl, C₁-C₂₀ perhaloalkyl C₂-C₂₀ alkenyl, C₂-C₂₀ alkynyl, C₁-C₂₀ heteroalkyl, C₃-C₄₀ aryl, or C₃-C₄₀ heteroaryl;

m is the formal charge of metal atom M ;

n is 1, 2 or 3; and

wherein at least one of R^1 , R^2 , R^3 , R^4 , R^5 , R^6 , R^7 , R^8 , R^9 , and R^{10} is not H in compounds of Formula I.

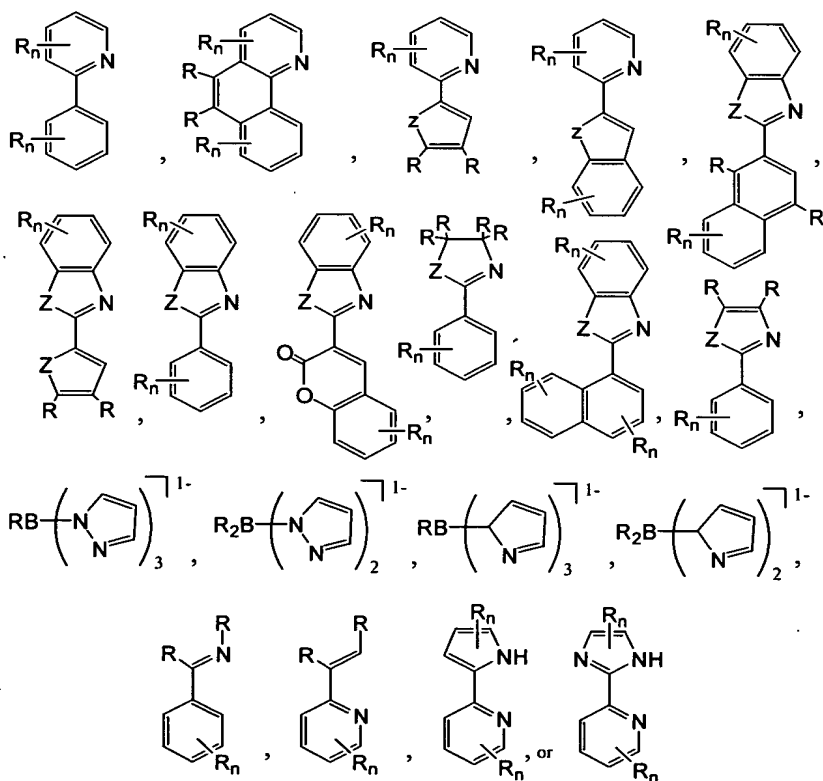
2. A compound of claim 1 having Formula I.
3. A compound of claim 1 having Formula II.
4. A compound of claim 1 having Formula III.
5. A compound of claim 1 wherein M is a heavy metal.
6. A compound of claim 1 wherein M is Ir, Os, Pt, Pb, Re, or Ru.
7. A compound of claim 1 wherein M is Ir.
8. A compound of claim 1 wherein M is Pt.
9. A compound of claim 1 wherein A^1 and A^2 are monodentate ligands.
10. A compound of claim 1 wherein A^1 and A^2 are monodentate ligands having a combined charge of (-1).
11. A compound of claim 1 wherein A^1 or A^2 is F, Cl, Br, I, CO, CN, $CN(R^{11})$, SR^{11} , SCN, OCN, $P(R^{11})_3$, $P(OR^{11})_3$, $N(R^{11})_3$, NO, N_3 , or a nitrogen-containing heterocycle optionally substituted by one or more substituents X.
12. A compound of claim 1 wherein A^1 and A^2 are covalently joined together to form a bidentate ligand.
13. A compound of claim 1 wherein said bidentate ligand is monoanionic.
14. A compound of claim 1 wherein said bidentate ligand is



15. A compound of claim 1 wherein said bidentate ligand coordinates through a carbon atom and a nitrogen atom.

16. A compound of claim 15 wherein said bidentate ligand is a biaryl compound.

17. A compound of claim 1 wherein said bidentate ligand is



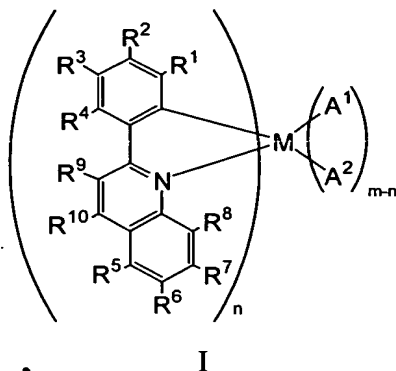
wherein:

Z is O, S, or NR;

each R is, independently, R^{11} ; and
n is 0 to 5.

18. A compound of claim 1 wherein said bidentate ligand is acetylacetonate.
19. A compound of claim 1 wherein each R^1 , R^2 , R^3 , R^4 , R^5 , R^6 , R^7 , R^8 , R^9 , and R^{10} is, independently, H, CH_3 , CF_3 , OCH_3 , or F.
20. A compound of claim 1 wherein at least one of R^1 , R^2 , R^3 , R^4 , R^5 , R^6 , R^7 , R^8 , R^9 , and R^{10} is methyl.
21. A compound of claim 1 wherein at least one of R^1 , R^2 , R^3 , R^4 , R^5 , R^6 , R^7 , R^8 , R^9 , and R^{10} is trifluoromethyl.
22. A compound of claim 1 wherein at least one of R^1 , R^2 , R^3 , R^4 , R^5 , R^6 , R^7 , R^8 , R^9 , and R^{10} is methoxy.
23. A compound of claim 1 wherein at least one of R^1 , R^2 , R^3 , R^4 , R^5 , R^6 , R^7 , R^8 , R^9 , and R^{10} is fluoro.
24. A compound of claim 1 wherein at least one of said R^3 , R^4 , R^9 , and R^{10} is other than H.
25. A compound of claim 1 having a photoluminescence maximum at a wavelength of from about 550 to about 700 nm.
26. A composition comprising a compound of claim 1.
27. The composition of claim 26 further comprising BCP, CBP, OXD7, TAZ, CuPc, NPD, Alq₃, BA1q, Flrpic, or Irppy.

28. A compound of Formula I



wherein:

M is a metal atom;

each A¹ and A² is, independently, a monodentate ligand; or A¹ and A² are covalently joined together to form a bidentate ligand;

each R¹, R², R³, R⁴, R⁵, R⁶, R⁷, R⁸, R⁹, and R¹⁰ is, independently, H, an activating group, or a deactivating group; and additionally, or alternatively, any one or more of R¹ and R², or R² and R³, or R³ and R⁴, or R⁵ and R⁶, or R⁶ and R⁷, or R⁷ and R⁸, or R⁹ and R¹⁰, together form, independently, a fused 4- to 7-member cyclic group, wherein said cyclic group is cycloalkyl, cycloheteroalkyl, aryl, or heteroaryl, and wherein said cyclic group is optionally substituted by one or more substituents X;

each X is, independently, H, F, Cl, Br, I, R¹², OR¹², N(R¹²)₂, P(R¹²)₂, P(OR¹²)₂, POR¹², PO₂R¹², PO₃R¹², SR¹², Si(R¹²)₃, B(R¹²)₂, B(OR¹²)₂, C(O)R¹², C(O)OR¹², C(O)N(R¹²)₂, CN, NO₂, SO₂, SOR¹², SO₂R¹², or SO₃R¹²;

each R¹² is, independently, H, C₁-C₂₀ alkyl, C₁-C₂₀ perhaloalkyl, C₂-C₂₀ alkenyl, C₂-C₂₀ alkynyl, C₁-C₂₀ heteroalkyl, C₃-C₄₀ aryl, or C₃-C₄₀ heteroaryl;

m is the formal charge of metal atom M;

n is 1, 2 or 3; and

wherein at least one of R³, R⁹, and R¹⁰ is an activating group, or wherein at least one of R³, R⁴, R⁹, and R¹⁰ is a deactivating group.

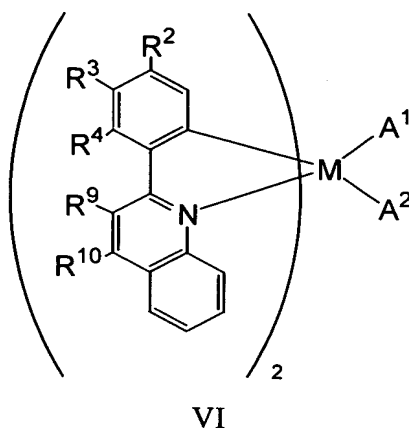
29. The compound of claim 28 wherein at least one of R³, R⁹, and R¹⁰ is an activating group.

30. The compound of claim 29 wherein said activating group is alkyl, heteroalkyl, aryl, heteroaryl, alkoxy, aryloxy, hydroxy, mercapto, thiolato, amino, phosphino, alkylcarbonylamino, or arylcarbonylamino.
31. The compound of claim 29 wherein said activating group is methyl or methoxy.
32. The compound of claim 28 wherein at least one of R^3 , R^4 , R^9 , and R^{10} is a deactivating group.
33. The compound of claim 32 wherein said deactivating group is halo, cyano, nitro, aldehyde, alkylcarbonyl, arylcarbonyl, ammonium, perhaloalkyl, carboxylic acid, alkoxy carbonyl, aryloxy carbonyl, or sulfo.
34. The compound of claim 32 wherein said deactivating group is F or CF_3 .
35. The compound of claim 28 wherein at least two of said R^1 , R^2 , R^3 , R^4 , R^5 , R^6 , R^7 , R^8 , R^9 , and R^{10} are activating or deactivating groups.
36. The compound of claim 28 wherein A^1 and A^2 are covalently joined together to form a bidentate ligand.
37. The compound of claim 28 wherein said bidentate ligand is monoanionic.
38. The compound of claim 28 wherein said bidentate ligand is acetylacetonate (acac), picolinate (pic), hexafluoroacetylacetonate, salicylidene, or 8-hydroxyquinolate.
39. The compound of claim 28 wherein said bidentate ligand is acetylacetonate.
40. A compound of claim 28 wherein M is a heavy metal.
41. A compound of claim 28 wherein M is Ir, Os, Pt, Pb, Re, or Ru.

42. A compound of claim 28 wherein M is Ir.

43. A compound of claim 28 wherein M is Pt.

44. A compound of Formula VI



wherein:

M is a metal atom;

each A¹ and A² is; independently, a monodentate ligand; or A¹ and A² are covalently joined together to form a bidentate ligand; and

R⁴ is F; and R², R³, R⁹, and R¹⁰ are each, independently, H, an activating group or deactivating group; or

R⁴ is OCH₃; and R², R³, R⁹, and R¹⁰ are each, independently, H, an activating group or deactivating group; or

R³ is OCH₃; and R², R⁴, R⁹, and R¹⁰ are each, independently, H, an activating group or deactivating group; or

R² is OCH₃; and R³, R⁴, R⁹, and R¹⁰ are each, independently, H, an activating group or deactivating group; or

R⁴ is CF₃; and R², R³, R⁹, and R¹⁰ are each, independently, H, an activating group or deactivating group; or

R³ is CF₃; and R², R⁴, R⁹, and R¹⁰ are each, independently, H, an activating group or deactivating group; or

R² is CF₃; and R³, R⁴, R⁹, and R¹⁰ are each, independently, H, an activating group or deactivating group; or

R^2 and R^4 are each F; and R^3 , R^9 , and R^{10} are each, independently, H, an activating group or deactivating group; or

R^9 is CH_3 ; and R^2 , R^3 , R^4 , and R^{10} are each, independently, H, an activating group or deactivating group; or

R^{10} is CH_3 ; and R^2 , R^3 , R^4 , and R^9 are each, independently, H, an activating group or deactivating group.

45. The compound of claim 44 wherein A^1 and A^2 are covalently joined together to form a bidentate ligand.

46. The compound of claim 44 wherein said bidentate ligand is monoanionic.

47. The compound of claim 44 wherein said bidentate ligand is acetylacetonate (acac), picolinate (pic), hexafluoroacetylacetonate, salicylidene, or 8-hydroxyquinolate.

48. The compound of claim 44 wherein said bidentate ligand is acetylacetonate.

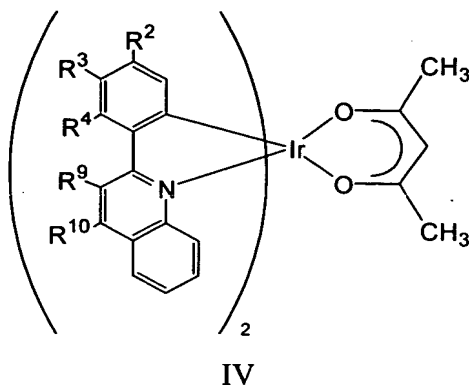
49. A compound of claim 44 wherein M is a heavy metal.

50. A compound of claim 44 wherein M is Ir, Os, Pt, Pb, Re, or Ru.

51. A compound of claim 44 wherein M is Ir.

52. A compound of claim 44 wherein M is Pt.

53. A compound of Formula IV

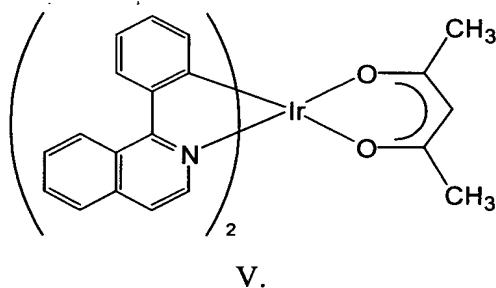


wherein:

R^4 is F; and R^2 , R^3 , R^9 , and R^{10} are each H; or
 R^4 is OCH_3 ; and R^2 , R^3 , R^9 , and R^{10} are each H; or
 R^3 is OCH_3 ; and R^2 , R^4 , R^9 , and R^{10} are each H; or
 R^2 is OCH_3 ; and R^3 , R^4 , R^9 , and R^{10} are each H; or
 R^4 is CF_3 ; and R^2 , R^3 , R^9 , and R^{10} are each H; or
 R^3 is CF_3 ; and R^2 , R^4 , R^9 , and R^{10} are each H; or
 R^2 is CF_3 ; and R^3 , R^4 , R^9 , and R^{10} are each H; or
 R^2 and R^4 are each F; and R^3 , R^9 , and R^{10} are each H; or
 R^4 and R^{10} are each CH_3 ; and R^2 , R^3 , and R^9 are each H; or
 R^9 is CH_3 ; and R^2 , R^3 , R^4 , and R^{10} are each H; or
 R^{10} is CH_3 ; and R^2 , R^3 , R^4 , and R^9 are each H.

54. The compound of claim 53 wherein R^4 is F; and R^2 , R^3 , R^9 , and R^{10} are each H.
55. The compound of claim 53 wherein R^4 is OCH_3 ; and R^2 , R^3 , R^9 , and R^{10} are each H.
56. The compound of claim 53 wherein R^3 is OCH_3 ; and R^2 , R^4 , R^9 , and R^{10} are each H.
57. The compound of claim 53 wherein R^2 is OCH_3 ; and R^3 , R^4 , R^9 , and R^{10} are each H.

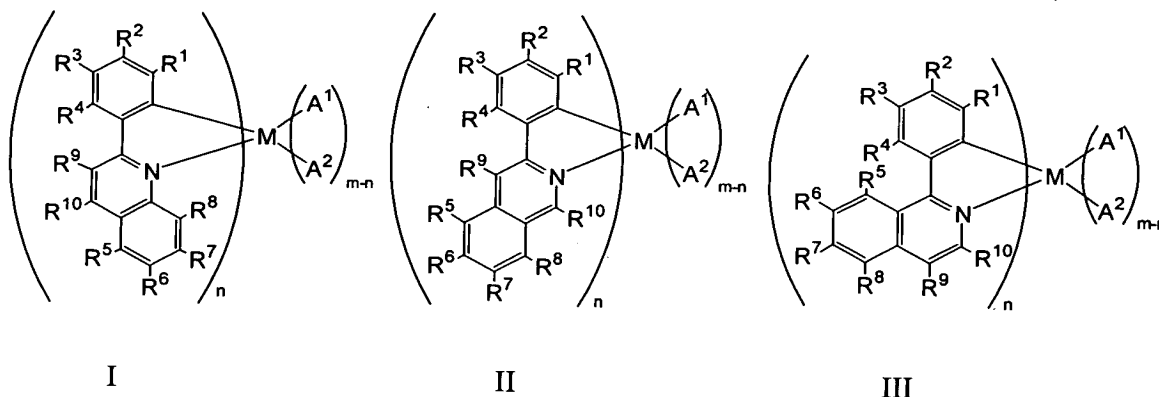
58. The compound of claim 53 wherein R^4 is CF_3 ; and R^2 , R^3 , R^9 , and R^{10} are each H.
59. The compound of claim 53 wherein R^3 is CF_3 ; and R^2 , R^4 , R^9 , and R^{10} are each H.
60. The compound of claim 53 wherein R^2 is CF_3 ; and R^3 , R^4 , R^9 , and R^{10} are each H.
61. The compound of claim 53 wherein R^2 and R^4 are each F; and R^3 , R^9 , and R^{10} are each H.
62. The compound of claim 53 wherein R^4 and R^{10} are each CH_3 ; and R^2 , R^3 , and R^9 are each H.
63. The compound of claim 53 wherein R^9 is CH_3 ; and R^2 , R^3 , R^4 , and R^{10} are each H.
64. The compound of claim 53 wherein R^{10} is CH_3 ; and R^2 , R^3 , R^4 , and R^9 are each H.
65. A compound of Formula V



66. A method of increasing the wavelength of a photoluminescence maximum for a compound of claim 1, said method comprising choosing substituents R^1 , R^2 , R^3 , R^4 , R^5 , R^6 , R^7 , R^8 , R^9 , or R^{10} such that at least one of said substituents is an activating group that influences the HOMO energy level of said compound, or at least one of said substituents is a deactivating group that influences the LUMO energy level of said compound.

67. A method of decreasing the wavelength of a photoluminescence maximum for a compound of claim 1, said method comprising choosing substituents R^1 , R^2 , R^3 , R^4 , R^5 , R^6 , R^7 , R^8 , R^9 , or R^{10} such that at least one of said substituents is a deactivating group that influences the HOMO energy level of said compound, or at least one of said substituents is an activating group that influences the LUMO energy level of said compound.

68. An organic light emitting device comprising a compound of Formula I, II, or III



wherein:

M is a metal atom;

each A¹ and A² is, independently, a monodentate ligand; or A¹ and A² are covalently joined together to form a bidentate ligand;

each R¹, R², R³, R⁴, R⁵, R⁶, R⁷, R⁸, R⁹, and R¹⁰ is, independently, H, F, Cl, Br, I, R¹¹, OR¹¹, N(R¹¹)₂, P(R¹¹)₂, P(OR¹¹)₂, POR¹¹, PO₂R¹¹, PO₃R¹¹, SR¹¹, Si(R¹¹)₃, B(R¹¹)₂, B(OR¹¹)₂, C(O)R¹¹, C(O)OR¹¹, C(O)N(R¹¹)₂, CN, NO₂, SO₂, SOR¹¹, SO₂R¹¹, SO₃R¹¹; and additionally, or alternatively, any one or more of R¹ and R², or R² and R³, or R³ and R⁴, or R⁵ and R⁶, or R⁶ and R⁷, or R⁷ and R⁸, or R⁹ and R¹⁰, together form, independently, a fused 4- to 7-member cyclic group, wherein said cyclic group is cycloalkyl, cycloheteroalkyl, aryl, or heteroaryl, and wherein said cyclic group is optionally substituted by one or more substituents X;

each R¹¹ is, independently, H, C₁-C₂₀ alkyl, C₂-C₂₀ alkenyl, C₂-C₂₀ alkynyl, C₁-C₂₀ heteroalkyl, C₃-C₄₀ aryl, C₃-C₄₀ heteroaryl; wherein R¹¹ is optionally substituted by one or more substituents X;

each X is, independently, H, F, Cl, Br, I, R^{12} , OR^{12} , $N(R^{12})_2$, $P(R^{12})_2$, $P(OR^{12})_2$, POR^{12} , PO_2R^{12} , PO_3R^{12} , SR^{12} , $Si(R^{12})_3$, $B(R^{12})_2$, $B(OR^{12})_2$, $C(O)R^{12}$, $C(O)OR^{12}$, $C(O)N(R^{12})_2$, CN, NO_2 , SO_2 , SOR^{12} , SO_2R^{12} , or SO_3R^{12} ;

each R^{12} is, independently, H, C_1 - C_{20} alkyl, C_1 - C_{20} perhaloalkyl, C_2 - C_{20} alkenyl, C_2 - C_{20} alkynyl, C_1 - C_{20} heteroalkyl, C_3 - C_{40} aryl, or C_3 - C_{40} heteroaryl;

m is the formal charge of metal atom M;

n is 1, 2 or 3; and

wherein at least one of R^1 , R^2 , R^3 , R^4 , R^5 , R^6 , R^7 , R^8 , R^9 , and R^{10} is not H in compounds of Formula I.

69. The device of claim 68 wherein said compound has Formula I.
70. The device of claim 68 wherein said compound has Formula II.
71. The device of claim 68 wherein said compound has Formula III.
72. The device of claim 68 wherein said device includes an emissive layer comprising said compound.
73. The device of claim 72 wherein said emissive layer consists essentially of said compound.
74. The device of claim 72 wherein said emissive layer comprises host material doped with said compound.
75. The device of claim 74 wherein said compound comprises from about 1 to about 20 wt% of said emissive layer.
76. The device of claim 74 wherein said host material comprises BCP, CBP, OXD7, TAZ, CuPc, NPD, Alq₃, or BAlq.

77. The device of claim 74 wherein said emissive layer further comprises Flrpic or Irppy.

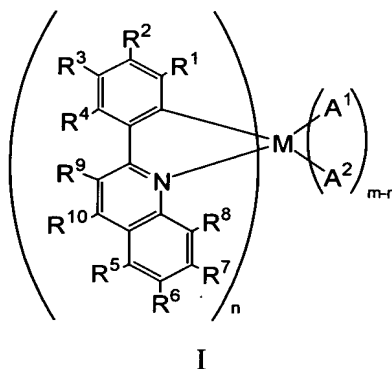
78. The device of claim 68 having an electroluminescence maximum of from about 550 to about 700 nm.

79. The device of claim 68 having color index coordinates (CIE) of from about 0.5 to about 0.8 for x and about 0.2 to about 0.5 for y.

80. The device of claim 68 having an external quantum efficiency greater than about 4% at a brightness greater than about 10 cd/m².

81. The device of claim 68 having an external quantum efficiency greater than about 4% at a brightness greater than about 100 cd/m².

82. An organic light emitting device comprising a compound of Formula I



wherein:

M is a metal atom;

each A¹ and A² is, independently, a monodentate ligand; or A¹ and A² are covalently joined together to form a bidentate ligand;

each R¹, R², R³, R⁴, R⁵, R⁶, R⁷, R⁸, R⁹, and R¹⁰ is, independently, H, an activating group, or a deactivating group; and additionally, or alternatively, any one or more of R¹ and R², or R² and R³, or R³ and R⁴, or R⁵ and R⁶, or R⁶ and R⁷, or R⁷ and R⁸, or R⁹ and R¹⁰, together form, independently, a fused 4- to 7-member cyclic group, wherein said

cyclic group is cycloalkyl, cycloheteroalkyl, aryl, or heteroaryl, and wherein said cyclic group is optionally substituted by one or more substituents X;

each X is, independently, H, F, Cl, Br, I, R^{12} , OR^{12} , $N(R^{12})_2$, $P(R^{12})_2$, $P(OR^{12})_2$, POR^{12} , PO_2R^{12} , PO_3R^{12} , SR^{12} , $Si(R^{12})_3$, $B(R^{12})_2$, $B(OR^{12})_2$, $C(O)R^{12}$, $C(O)OR^{12}$, $C(O)N(R^{12})_2$, CN, NO_2 , SO_2 , SOR^{12} , SO_2R^{12} , or SO_3R^{12} ;

each R^{12} is, independently, H, C_1 - C_{20} alkyl, C_1 - C_{20} perhaloalkyl, C_2 - C_{20} alkenyl, C_2 - C_{20} alkynyl, C_1 - C_{20} heteroalkyl, C_3 - C_{40} aryl, or C_3 - C_{40} heteroaryl;

m is the formal charge of metal atom M;

n is 1, 2 or 3; and

wherein at least one of R^3 , R^9 , and R^{10} is an activating group, or wherein at least one of R^3 , R^4 , R^9 , and R^{10} is a deactivating group.

83. The device of claim 82 wherein at least one of R^3 , R^9 , and R^{10} is an activating group.

84. The device of claim 83 wherein said activating group is alkyl, heteroalkyl, aryl, heteroaryl, alkoxy, aryloxy, hydroxy, mercapto, thiolato, amino, phosphino, alkylcarbonylamino, or arylcarbonylamino.

85. The device of claim 83 wherein said activating group is methyl or methoxy.

86. The device of claim 82 wherein at least one of R^3 , R^4 , R^9 , and R^{10} is a deactivating group.

87. The device of claim 86 wherein said deactivating group is halo, cyano, nitro, aldehyde, alkylcarbonyl, arylcarbonyl, ammonium, perhaloalkyl, carboxylic acid, alkoxycarbonyl, aryloxycarbonyl, or sulfo.

88. The device of claim 86 wherein said deactivating group is F or CF_3 .

89. The device of claim 82 wherein at least two of said R^1 , R^2 , R^3 , R^4 , R^5 , R^6 , R^7 , R^8 , R^9 , and R^{10} are activating or deactivating groups.

90. The device of claim 82 wherein A¹ and A² are covalently joined together to form a bidentate ligand.
91. The device of claim 82 wherein said bidentate ligand is monoanionic.
92. The device of claim 82 wherein said bidentate ligand is acetylacetonate (acac), picolinate (pic), hexafluoroacetylacetonate, salicylidene, or 8-hydroxyquinolate.
93. The device of claim 82 wherein said bidentate ligand is acetylacetonate.
94. A device of claim 82 wherein M is a heavy metal.
95. A device of claim 82 wherein M is Ir, Os, Pt, Pb, Re, or Ru.
96. A device of claim 82 wherein M is Ir.
97. A device of claim 82 wherein M is Pt.
98. The device of claim 82 wherein said device includes an emissive layer comprising said compound.
99. The device of claim 98 wherein said emissive layer consists essentially of said compound.
100. The device of claim 98 wherein said emissive layer comprises host material doped with said compound.
101. The device of claim 100 wherein said compound comprises from about 1 to about 20 wt% of said emissive layer.

102. The device of claim 100 wherein said host material comprises BCP, CBP, OXD7, TAZ, CuPc, NPD, Alq₃, or BAlq.

103. The device of claim 100 wherein said emissive layer further comprises FIrpic or Irppy.

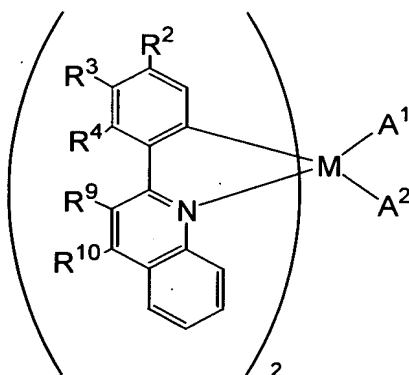
104. The device of claim 82 having an electroluminescence maximum of from about 550 to about 700 nm.

105. The device of claim 82 having color index coordinates (CIE) of from about 0.5 to about 0.8 for x and about 0.2 to about 0.5 for y.

106. The device of claim 82 having an external quantum efficiency greater than about 4% at a brightness greater than about 10 cd/m².

107. The device of claim 82 having an external quantum efficiency greater than about 4% at a brightness greater than about 100 cd/m².

108. An organic light emitting device comprising a compound of Formula VI



VI

wherein:

M is a metal atom;

each A¹ and A² is, independently, a monodentate ligand; or A¹ and A² are covalently joined together to form a bidentate ligand; and

R^4 is F; and R^2 , R^3 , R^9 , and R^{10} are each, independently, H, an activating group or deactivating group; or

R^4 is OCH_3 ; and R^2 , R^3 , R^9 , and R^{10} are each, independently, H, an activating group or deactivating group; or

R^3 is OCH_3 ; and R^2 , R^4 , R^9 , and R^{10} are each, independently, H, an activating group or deactivating group; or

R^2 is OCH_3 ; and R^3 , R^4 , R^9 , and R^{10} are each, independently, H, an activating group or deactivating group; or

R^4 is CF_3 ; and R^2 , R^3 , R^9 , and R^{10} are each, independently, H, an activating group or deactivating group; or

R^3 is CF_3 ; and R^2 , R^4 , R^9 , and R^{10} are each, independently, H, an activating group or deactivating group; or

R^2 is CF_3 ; and R^3 , R^4 , R^9 , and R^{10} are each, independently, H, an activating group or deactivating group; or

R^2 and R^4 are each F; and R^3 , R^9 , and R^{10} are each, independently, H, an activating group or deactivating group; or

R^9 is CH_3 ; and R^2 , R^3 , R^4 , and R^{10} are each, independently, H, an activating group or deactivating group; or

R^{10} is CH_3 ; and R^2 , R^3 , R^4 , and R^9 are each, independently, H, an activating group or deactivating group.

109. The device of claim 108 wherein A^1 and A^2 are covalently joined together to form a bidentate ligand.

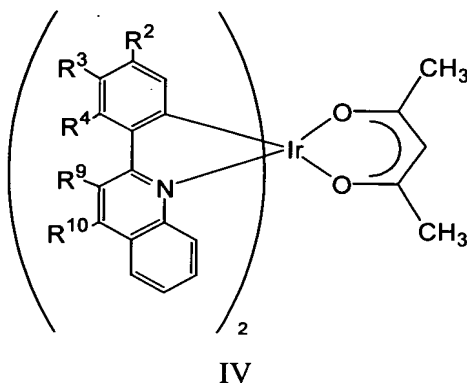
110. The device of claim 108 wherein said bidentate ligand is monoanionic.

111. The device of claim 108 wherein said bidentate ligand is acetylacetonate (acac), picolinate (pic), hexafluoroacetylacetonate, salicylidene, or 8-hydroxyquinolate.

112. The device of claim 108 wherein said bidentate ligand is acetylacetonate.

113. A device of claim 108 wherein M is a heavy metal.

114. A device of claim 108 wherein M is Ir, Os, Pt, Pb, Re, or Ru.
115. A device of claim 108 wherein M is Ir.
116. A device of claim 108 wherein M is Pt.
117. An organic light emitting device comprising a compound of Formula IV

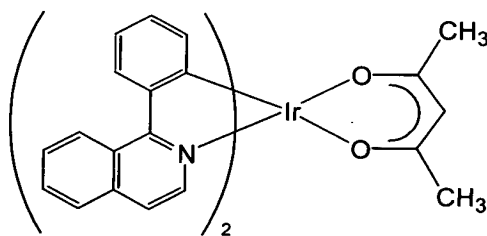


wherein:

R^4 is F; and R^2 , R^3 , R^9 , and R^{10} are each H; or
 R^4 is OCH_3 ; and R^2 , R^3 , R^9 , and R^{10} are each H; or
 R^3 is OCH_3 ; and R^2 , R^4 , R^9 , and R^{10} are each H; or
 R^2 is OCH_3 ; and R^3 , R^4 , R^9 , and R^{10} are each H; or
 R^4 is CF_3 ; and R^2 , R^3 , R^9 , and R^{10} are each H; or
 R^3 is CF_3 ; and R^2 , R^4 , R^9 , and R^{10} are each H; or
 R^2 is CF_3 ; and R^3 , R^4 , R^9 , and R^{10} are each H; or
 R^2 and R^4 are each F; and R^3 , R^9 , and R^{10} are each H; or
 R^4 and R^{10} are each CH_3 ; and R^2 , R^3 , and R^9 are each H; or
 R^9 is CH_3 ; and R^2 , R^3 , R^4 , and R^{10} are each H; or
 R^{10} is CH_3 ; and R^2 , R^3 , R^4 , and R^9 are each H.

118. The device of claim 117 wherein R^4 is F; and R^2 , R^3 , R^9 , and R^{10} are each H.
119. The device of claim 117 wherein R^4 is OCH_3 ; and R^2 , R^3 , R^9 , and R^{10} are each H.

120. The device of claim 117 wherein R^3 is OCH_3 ; and R^2 , R^4 , R^9 , and R^{10} are each H.
121. The device of claim 117 wherein R^2 is OCH_3 ; and R^3 , R^4 , R^9 , and R^{10} are each H.
122. The device of claim 117 wherein R^4 is CF_3 ; and R^2 , R^3 , R^9 , and R^{10} are each H.
123. The device of claim 117 wherein R^3 is CF_3 ; and R^2 , R^4 , R^9 , and R^{10} are each H.
124. The device of claim 117 wherein R^2 is CF_3 ; and R^3 , R^4 , R^9 , and R^{10} are each H.
125. The device of claim 117 wherein R^2 and R^4 are each F; and R^3 , R^9 , and R^{10} are each H.
126. The device of claim 117 wherein R^4 and R^{10} are each CH_3 ; and R^2 , R^3 , and R^9 are each H.
127. The device of claim 117 wherein R^9 is CH_3 ; and R^2 , R^3 , R^4 , and R^{10} are each H.
128. The device of claim 119 wherein R^{10} is CH_3 ; and R^2 , R^3 , R^4 , and R^9 are each H.
129. An organic light emitting device comprising a compound of Formula V



V.

130. A method of increasing the wavelength of an electroluminescence maximum of an organic light emitting device comprising a compound of claim 1, said method comprising choosing substituents R^1 , R^2 , R^3 , R^4 , R^5 , R^6 , R^7 , R^8 , R^9 , or R^{10} such that at

least one of said substituents is an activating group that influences the HOMO energy level of said compound, or at least one of said substituents is a deactivating group that influences the LUMO energy level of said compound.

131. A method of decreasing the wavelength of an electroluminescence maximum of an organic light emitting device comprising a compound of claim 1, said method comprising choosing substituents R^1 , R^2 , R^3 , R^4 , R^5 , R^6 , R^7 , R^8 , R^9 , or R^{10} such that at least one of said substituents is a deactivating group that influences the HOMO energy level of said compound, or at least one of said substituents is an activating group that influences the LUMO energy level of said compound.

132. A pixel comprising the device of claim 68.

133. A pixel comprising the device of claim 82.

134. A pixel comprising the device of claim 108.

135. A pixel comprising the device of claim 117.

136. A pixel comprising the device of claim 129.

137. An electronic display comprising the device of claim 68.

138. An electronic display comprising the device of claim 82.

139. An electronic display comprising the device of claim 108.

140. An electronic display comprising the device of claim 117.

141. An electronic display comprising the device of claim 129.